The Sunny Side of Life BOOK

To Keep Happy, Keep Well

—a new way of living

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(1934)

THE SUNNY SIDE OF LIFE BOOK

Do You Know

—*the answers to these important questions?*

1. How does food nourish the body?
2. What are the essentials of an adequate menu?
3. Why should food containing "bulk" be included in the daily food plan?
4. What is a "minus" meal?
5. What are the symptoms of common constipation?
6. How can certain "prescriptions" be filled in the kitchen?
7. Can you estimate the number of calories you need daily?
8. What is the foundation of good looks?
9. Can you choose an attractive, well-balanced menu?

THESE are only a few of the many practical questions which are discussed in this attractive and informative booklet. It is really more than a booklet—it is a digest of the best information available on the subject of the way to keep well through intelligent food selection.

You learn the truth about common constipation and how to correct it easily and naturally. Menus for seven days are given with accompanying recipes. There are suggestions for diets for the overweight person. In fact, you will gain a new understanding of foods and cookery.

Read every page carefully then keep the booklet in your home for ready reference.

"We

xept well last year"

MILLIONS of people "kept on the sunny side of life" last year. They kept themselves free from common constipation due to lack of "bulk" in the diet, an ailment that frequently tears down resistance to fatigue and infections. They kept themselves at the peak of health *largely by eating the right kinds of food!*

Modern home makers know that diet plays a tremendously important part in maintaining the health and good spirits of the whole family. In the selection of meals from day to day, it is imperative that proper "bulk" be included in the foods that are served. Otherwise, the system fails to eliminate regularly. Common constipation, with its attendant evils, sets in.

Wives may lose their freshness and charm. Husbands become morose and irritable. All because they are really *not well.*

It is the purpose of this booklet to tell you how to achieve a new way of living *by sane food-selection.* It is our hope that the suggestions it contains will help you toward a happier, healthier, richer enjoyment of your life.

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Make Happiness A Habit

IT'S *much easier to* KEEP *well than it is to* GET *well. But you must follow Nature's laws. A very important one is regular elimination of food-wastes. "Bulk" in your meals gives your system the intestinal exercise it needs.*

Keep on the sunny side of life by maintaining regular habits. You'll be surprised to know how much this influences your actions, your moods, your manner toward others, your whole outlook on life.

You've observed that folks usually appreciate health most after they've lost it. Why not guard this, your most valuable possession, now? You will be repaid many times over in added years of youthfulness and in a greater enjoyment of each day. Make happiness a habit!

W. K. Kellogg

of Battle Creek

THE ROAD TO REGULARITY

The Food Road

HERE are some interesting facts on how you gain nourishment from food. Let's see what happens to the food you eat.

Food goes from the mouth down the esophagus (the tube which leads from the mouth to the stomach). In the stomach, the food is churned and changed until it is in condition to be emptied into the intestines.

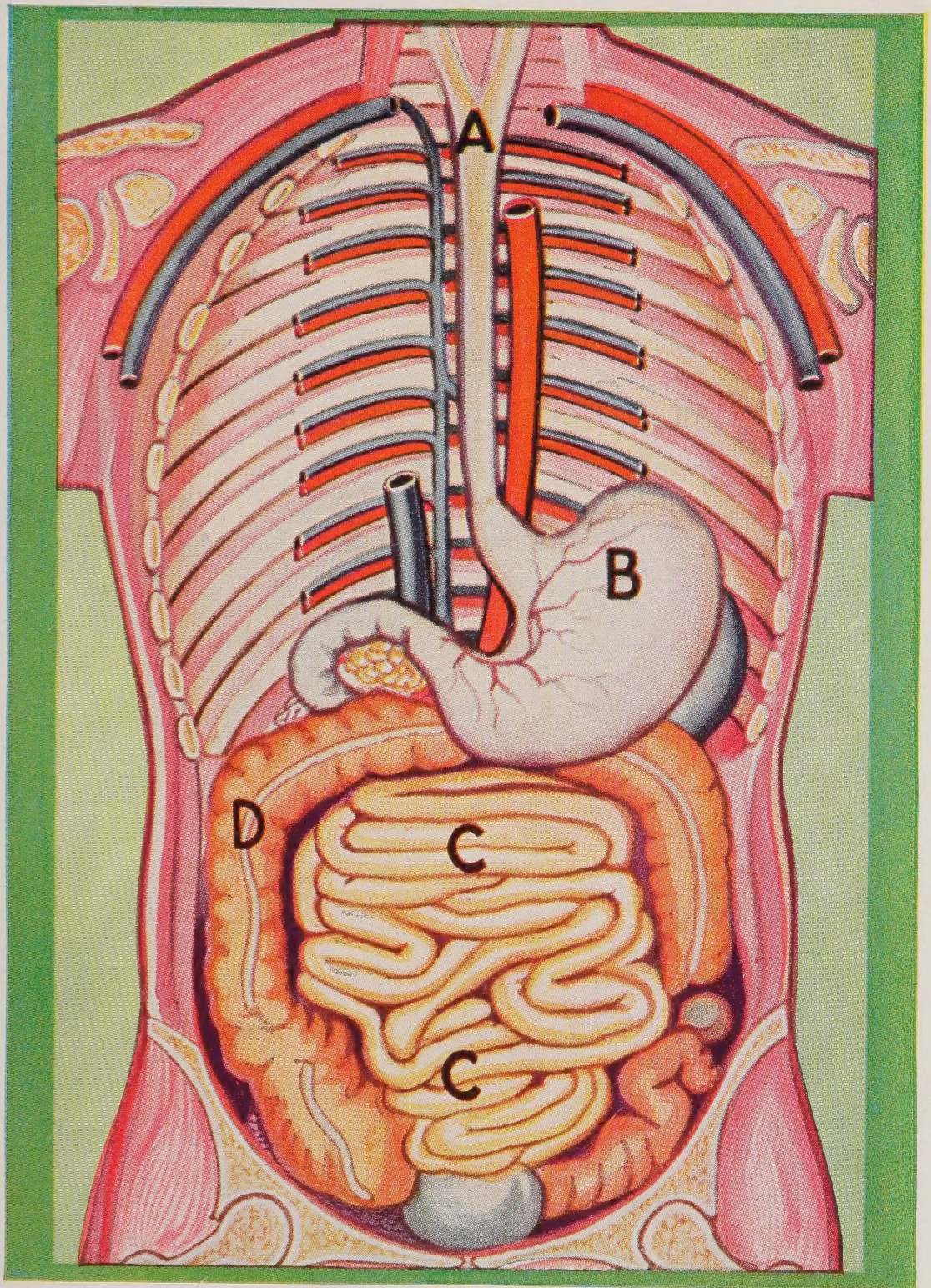
From the stomach, the food travels to and through the small intestine which is from 22 to 25 feet long. Then it moves to the large intestine or colon. If the system is normal and healthy, elimination will take place *at least* once every day.

How food nourishes you

Digestion means converting food from the form in which it is eaten into a form which the body can absorb. The digestive processes begin in the mouth where food is ground up by the teeth and mixed with the saliva. In the stomach, food is mixed with gastric juices and "churned."

From the stomach food materials, liquefied and in various stages of digestion, enter the small intestine. There, they are mixed with intestinal juices. Small cells draw the properly digested nourishment from the food and send it through the blood to feed every part of the body.

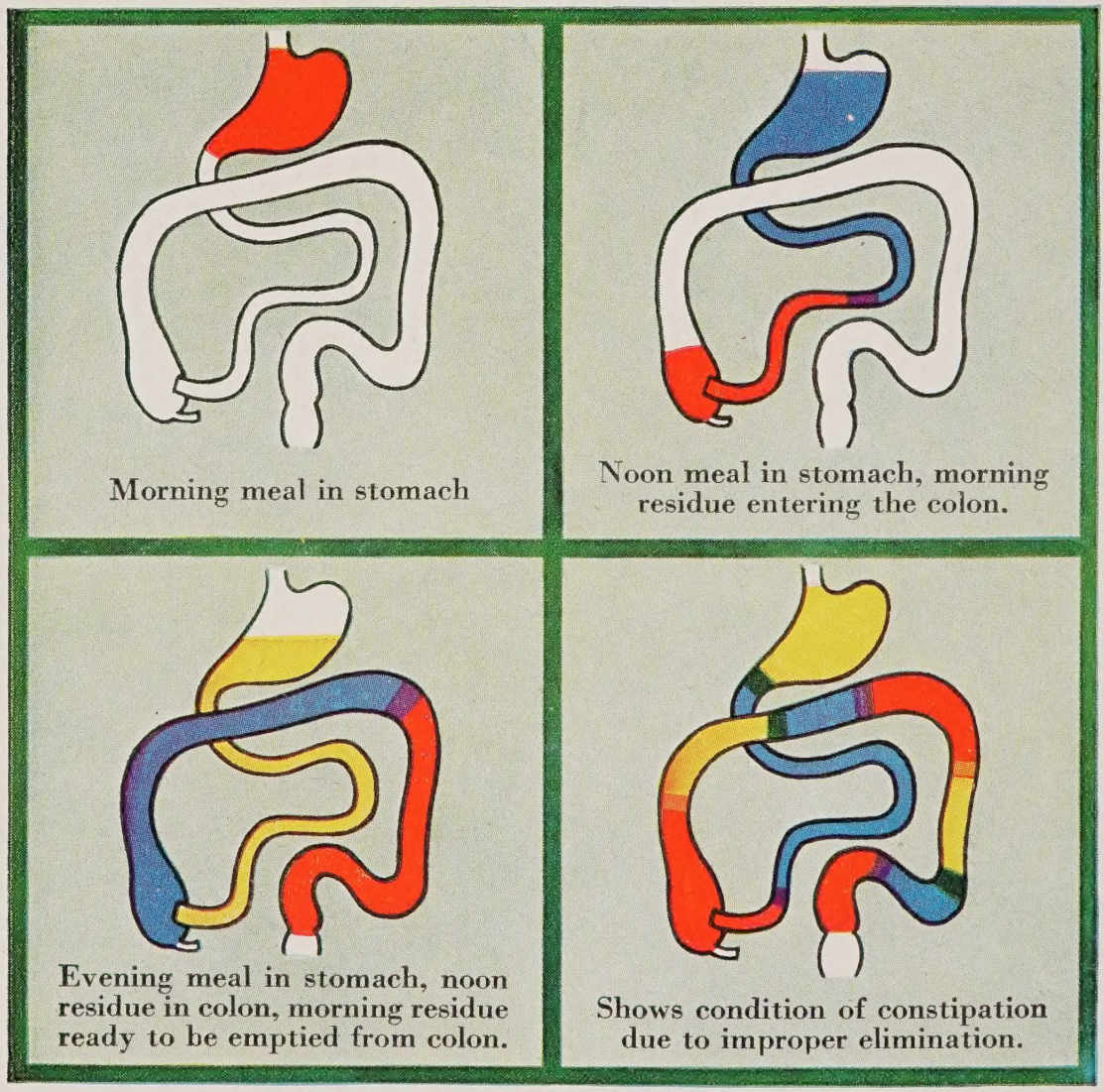
Only a small fraction of the amount of food which was eaten remains—this includes cellulose, which with most persons is affected very slightly by the digestive processes and remains as "bulk." In the colon, moisture is taken from the fecal matter, and it gradually grows less fluid and more semi-solid.



This chart illustrates the journey of the food. A *is the esophagus;* B *the stomach;* C *the small intestine; and* D *the large intestine or colon.*

The Alimentary Time-Table

REGULAR elimination means that food goes through your body on schedule—like a railroad train. The following charts show the normal progress of food through the body. They also show what happens when you have constipation.



Morning meal in stomach

Noon meal in stomach, morning residue entering the colon.

Evening meal in stomach, noon residue in colon, morning residue ready to be emptied from colon.

Shows condition of constipation due to improper elimination.

Morning Meal

Noon Meal

Evening Meal

Cathartics are Crutches

STRANGE as it seems, cathartics can actually cause constipation. They stimulate the intestines to artificial action. As time goes on, the dosage may have to be increased to get effective results. Soon a harmful habit may be formed.

Is it any wonder that hundreds of people have the "vest-pocket" habit? They carry a small container of cathartics, and take a pill whenever they feel the need.

Saline cathartics owe their action to drawing abnormal quantities of water from the blood. In some people they cause abdominal discomfort, nausea and headaches. In other people, owing to the loss of water from the system, they tend to cause depression.

Mercurial purgatives, such as calomel, may produce severe poisoning in certain types of individuals. Castor oil has a tendency to make the bowels sluggish after it has been eliminated. Often powerful cathartics expel good food material with the waste, and so deprive the body of complete nourishment.

Pills and drugs have a very necessary place in medicine—but they should not be used continually except under strict medical supervision.

The most common type of constipation can be corrected by regulation of diet and hygienic rules of living. Such a program usually includes an adequate diet rich in natural "bulk," plenty of water to drink, at least half-an-hour of outdoor exercise every day and plenty of rest at night.

A ROUNDED *diet makes the best* SQUARE *meal*

EVERY person should know the various classes of food materials which the body needs for proper nourishment. Different materials serve different purposes.

Your body works somewhat like an engine. It needs *fuel foods* to keep it going, *building materials* to keep it in repair, and *regulators* to make it run smoothly without creaking.

FUEL FOODS are carbohydrates, fats and proteins. Carbohydrates include sugars and starches. Breads, cereals, potatoes, corn, etc. are examples of carbohydrate fuel foods.

Cereals are one of the most inexpensive of fuel foods. Some common fuel fat foods are cream, butter, lard, olive oil, etc. Proteins are less extensively used as fuel foods and are most important as building foods.

BUILDING FOODS are chiefly proteins, minerals and water. These are necessary for building and repairing body tissue. Meat, eggs, fish, fowl, milk and cheese are common examples of protein foods. Ten to fifteen per cent of the day's fuel can advantageously be derived from these protein foods. Among minerals, calcium and phosphorus are needed in considerable amounts for building bones and teeth.

REGULATORS of body chemistry include mineral salts, vitamins and water. Vitamins are necessary for normal appetite, growth and vitality. Water is indispensable. Milk is rich in many of the necessary mineral salts.

In addition, it is desirable to have "bulk" which aids the normal elimination of food waste. The outer covering of grains is rich in "bulk" or fiber. For this reason, bran, eaten as a cereal or used in recipes may well be included in the day's menu.

HOW TO KEEP FIT

What you should know about keeping fit

THE first health-hint concerns common constipation due to lack of "bulk" in the diet—one of the prevalent ailments of civilization. Many people suffer for years from this condition, without realizing what causes their poor health. Medical investigations show that few individuals are entirely free from it after the active period of childhood.

Its effects are insidious and far-reaching. Dull headaches may occur. Appetite may slacken. Digestion may be upset. There may be restless sleep or actual sleeplessness. The tongue may become coated. The breath offensive. Doctors agree that many serious diseases are directly or indirectly traceable to common constipation.

Atonic and Spastic Constipation

ATONIC constipation is by far the most common. It is usually found in individuals who lead sedentary lives, who exercise too little, and who sometimes eat too much. The peristaltic movements have been slowed up. It generally can be corrected by hygienic habits of eating and living.

Spastic constipation cannot be relieved by home measures. If proper habits of living and eating fail to relieve your condition you may have the spastic type. You should consult your doctor, and follow his advice strictly.

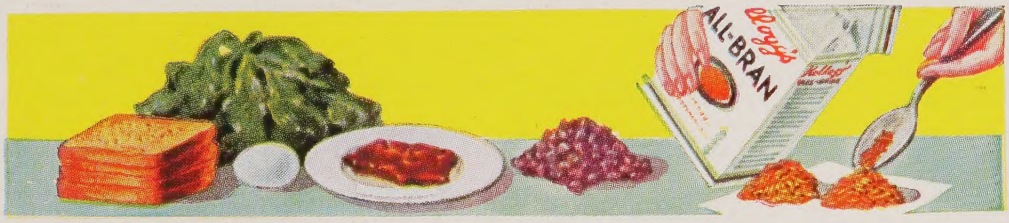
Why BRAN belongs in your menu

THE average American meal contains insufficient "bulk" to promote proper elimination. This "bulk" is the cellulose or fiber content in certain natural foods such as you see when you break a stalk of celery.

Fruits, vegetables and *bran* are the best sources. The percentage of "bulk" in bran is higher than in almost any other food.

Furthermore, scientific tests show that, with certain individuals, much of the "bulk" in fruits and vegetables is largely broken down in the alimentary tract. The addition of bran to their diet brings satisfactory laxation.

Kellogg's ALL-BRAN is bran at its best. Special processes of cooking and flavoring make it finer, softer, more palatable. Within the body, it absorbs moisture, and forms a soft mass which gently helps to clear the intestines of wastes.



ALL-BRAN is rich in iron

IRON is one of the important elements of the blood. Sufficient iron must be consumed in foods regularly to supply the constant demand for this element. Chemical analyses show that Kellogg's ALL-BRAN is an excellent source of iron.

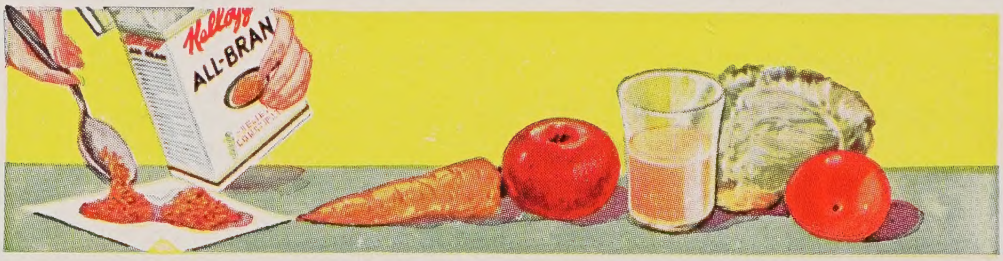
Two tablespoonfuls of Kellogg's ALL-BRAN (14 grams) yield as much iron as four slices of whole wheat bread (91 grams); one egg (51 grams); one-third cup of raisins (75 grams); a serving of spinach (43 grams); or a serving of liver (19 grams).

ALL-BRAN *also provides vitamin* B

VITAMIN B is necessary in abundance for normal appetite and intestinal activity.

Laboratory measurements indicate that two tablespoonfuls of Kellogg's ALL-BRAN (14 grams) contain about as much vitamin B_1 as is found in one-half glass of orange juice (71 grams); one apple (81 grams); one tomato (54 grams); a large serving of lettuce (59 grams); or one carrot (85 grams).

BRAN, of course, does not supply all of the iron and vitamin B you need each day. But it does contribute a substantial amount—which is supplemented, usually, by the vitamin B and iron in other foods in your daily menu.



How much ALL-BRAN *do you need daily?*

TWO tablespoonfuls of Kellogg's ALL-BRAN daily will usually prevent and relieve both temporary and recurring constipation of the common type. In severe cases serve ALL-BRAN with each meal. If your intestinal trouble is not relieved this way after a fair period of trial, you should see your doctor.

But bran is recommended only for atonic constipation—the most common type. When some individuals eat large quantities of leafy vegetables, they may complain of abdominal pains. These people, as well as those with gastro-intestinal troubles, should not take any form of "bulk" in meals without a physician's advice.

Frank answers to questions about the use of Bran

ANY product which achieves the world-wide popularity of Kellogg's ALL-BRAN catches the attention and interest of millions of people.

From time to time, questions are raised which require clear and conscientious answers.

The Kellogg Company has sponsored years of patient, scientific research in some of the world's leading university laboratories to discover the accurate scientific facts about bran. We want the public to be informed *correctly* concerning this product. Here are the most frequent questions we meet:

1. Is the "bulk" in bran irritating to the intestines?

   Answer: No, not for the normal person. There are some individuals with diseased or highly sensitive intestines who should not eat "bulk" in any form. Such people need a physician's care.

2. Is it safe to give bran to the entire family?

   Answer: Yes, to every normal person except very young children. When children can eat leafy vegetables, or whole wheat, they can have bran. For bran is simply the bran removed from whole wheat, unmixed with other parts of the wheat. It is more effective.

3. Is bran effective in relieving common constipation?

   Answer: Several years ago, the Kellogg Company made an investigation among thousands of users of Kellogg's ALL-BRAN. Ninety-six per cent said they found ALL-BRAN quite satisfactory. Laboratory tests in universities with adult persons as subjects substantiate the effectiveness of bran.

4. Does bran continue to be effective over a period of months?

   Answer: Yes. Moreover, dosage does not have to be increased. In four

laboratory studies on a group of healthy women, in which four tablespoonfuls of bran per person were eaten daily, the laxative effect was as satisfactory in the second month as in the first. This is because bran is a natural laxative food, which obtains its results by gently exercising the intestines with "bulk," rather than by stimulating the system with drugs.

5. Is the "bulk" in bran more effective than that found in fruits and vegetables?

Answer: Yes, with many individuals. Laboratory tests indicate that, with certain people, the "bulk" in bran does not break down in the intestinal tract as much as the "bulk" in fruits and vegetables. So bran is often more effective.

6. Is all bran more effective than part-bran products?

Answer: Yes. It's the actual amount of bran in the cereal that provides the "bulk" to exercise the intestines, and promote regular habits. In All-Bran, this "bulk" is more effective.

7. Does the medical profession approve the use of bran?

Answer: Kellogg's ALL-BRAN is accepted by the American Medical Association Committee on Foods, and has earned the privilege of using the Seal of Acceptance of this organization. ALL-BRAN is also approved by Good Housekeeping Institute, and is labeled to conform to the U. S. Government ruling.

ACCEPTED

By the
American Medical Association
Committee on Foods

The truth comes out HERE

THERE are two types of bran products. Part-bran and all-bran. All-bran products naturally are more effective in relieving constipation due to insufficient "bulk" in the diet.

In the past, even part-bran products were labeled as "Bran." It was difficult for the average purchaser to know exactly what kind of bran he was buying. Many were disappointed in the laxative qualities of these products.

To clear up this misunderstanding, the United States Food and Drug Administration ruled that every package labeled as "Bran" should state on the *outside* of the package just how much bran is *inside*. If less than 50% of the cereal is actually bran, the definite percentage should be plainly printed on the carton. If other parts of wheat are included, this should also be stated.

So today, every bran package informs you what you can expect from the product. The Government gives us the right to label Kellogg's ALL-BRAN as "ALL-BRAN Deliciously Flavored with Malt, Sugar and Salt" because that statement tells the whole truth.

This delicious cereal contains nothing but bran with just enough flavor to give it that rich, nut-sweet taste. Don't forget that it's the actual amount of bran that exercises the system and promotes regular habits. Most individuals require an all-bran product for effective results and Kellogg's ALL-BRAN is the most widely used bran product in the world.

The MINUS-MEAL

ALL too often, when the average person sits down to the table, he eats a "minus" meal. He may not feel that anything is lacking. The food may be good and well-cooked and flavored. Yet something is missing.

This something is "bulk" or cellulose—needed to help promote natural elimination. Look over this list of foods.

Good Food Sources of "Bulk"

Kellogg's ALL-BRAN	Lima Beans	Kale	Parsnips
Beets	Cabbage	Cauliflower	Dates
Turnips	Asparagus	Broccoli	Figs
Carrots	Lettuce	Mushrooms	Prunes
Celery	Spinach	Cantaloupe	Apricots

Some Foods Lacking "Bulk"

Eggs	Milk	Meats	Cheese	Spaghetti
Fish	Butter	Cake	Biscuits	White Bread

Many common foods you eat every day have little or no cellulose. Fortunately, this necessary "bulk" can be obtained in a delicious ready-to-eat cereal. Kellogg's ALL-BRAN supplies it in convenient form. Its cellulose content is higher than that of any other food listed above. Take care of the "bulk" question by including ALL-BRAN in your daily menu.

and the meal is complete

Kellogg's
ALL-BRAN
DELICIOUSLY FLAVORED WITH MALT, SUGAR AND SALT
Best as a Cereal
Best for Cooking
QUALITY GUARANTEED
W. K. Kellogg
MADE BY KELLOGG COMPANY, BATTLE CREEK, MICH., U. S. A.
OPEN PACKAGE THIS EASY WAY
DO NOT CUT OR TEAR THIS
PRESS DOTTED LINE
BEST FOR COOKING

COOK BOOK

Best as a cereal

Best for cooking!

IT'S so convenient to keep a package of Kellogg's ALL-BRAN on your kitchen shelf. You can pour it out into the cereal bowl, and serve with milk or cream—fruits or honey added for variety. And you can use it as a wholesome ingredient in your cooking.

ALL-BRAN can be incorporated nicely in many dishes that are otherwise low in cellulose or "bulk." When your menu includes clear soup, for instance, add ALL-BRAN just before serving. As ALL-BRAN is cooked and shredded, it makes lighter, fluffier bran muffins, waffles, breads, etc. It blends better with other ingredients, and adds a tempting, nut-sweet flavor.

ALL-BRAN will improve many recipes both in wholesomeness and in taste-appeal. Also sprinkle it over salads, into soups, or over other cereals.

The following pages contain ten delicious ALL-BRAN recipes, made successfully in thousands of homes. Try them for your own family.

Famous ALL-BRAN Muffins

(Illustrated)

Thousands of housewives have made this delicious recipe successfully. Try these tempting muffins for your own family.

2 tablespoons shortening
¼ cup sugar
1 egg (well beaten)
1 cup sour milk
1 cup Kellogg's ALL-BRAN
1 cup flour
1 teaspoon baking powder
½ teaspoon soda
½ teaspoon salt

Cream the shortening and sugar, add egg and sour milk. Add ALL-BRAN and let soak until most of the moisture is taken up. Sift flour with baking powder, soda and salt and add to first mixture, stirring only until flour disappears. Fill greased muffin tins two-thirds full and bake in a moderate oven (425° F.) for 20 to 25 minutes. Yield: 8 large or 12 small muffins.

ALL-BRAN Refrigerator Rolls

1 cup shortening
1 cup boiling water
¾ cup sugar
1 cup Kellogg's ALL-BRAN
1½ teaspoons salt
2 eggs (well beaten)
2 compressed yeast cakes
1 cup lukewarm water
6 cups flour or more (sifted before measuring)

Mix shortening, boiling water, sugar, ALL-BRAN and salt, stirring until shortening is melted. Let stand until mixture is lukewarm. Add eggs and yeast cakes dissolved in lukewarm water. Add flour. Beat thoroughly. Cover bowl and place in refrigerator overnight or until ready to use. Form balls of the dough to fill muffin tins about half full. Let rise two hours. Bake in hot oven (450° F.) about 20 minutes.

Yield: 3½ dozen small rolls.

Banana ALL-BRAN Nut Bread

(Illustrated)

¼ cup shortening
½ cup sugar
1 egg (well beaten)
1 cup Kellogg's ALL-BRAN
1½ cups flour
2 teaspoons baking powder
½ teaspoon salt
½ teaspoon soda
½ cup chopped nut meats
1½ cups mashed bananas
2 tablespoons water
1 teaspoon vanilla extract

Cream shortening and sugar well. Add egg and ALL-BRAN. Sift flour with baking powder, salt and soda. Mix nuts with flour and add alternately with mashed bananas to which the water has been added. Stir in vanilla. Pour into greased loaf tin. Let stand 30 minutes and bake in a moderate oven (375° F.) one hour. Let cool before cutting.

Yield: 1 loaf (8½ by 4½ inches).

ALL-BRAN Fig Honey Bread

1 egg
¼ cup brown sugar
½ cup honey
1 tablespoon melted shortening
1 cup Kellogg's ALL-BRAN
2½ cups flour
¾ teaspoon soda
2 teaspoons baking powder
1 teaspoon salt
½ cup chopped pecans
1 cup chopped figs
1½ cups milk

Beat egg, add sugar, honey and melted shortening. Mix well. Add ALL-BRAN. Sift flour with soda, baking powder and salt. Add pecans and figs to flour mixture. Add dry ingredients alternately with milk. Bake in greased loaf tin in a moderate oven (375° F.) for 1 hour and 15 minutes.

Yield: 1 large loaf (8½x4½ inches).

ALL-BRAN Brown Bread
(Illustrated)

1 cup Kellogg's ALL-BRAN
1 cup sour milk
½ cup raisins
1 tablespoon molasses
½ cup sugar
1 cup flour
1 teaspoon soda
¼ teaspoon salt

Mix together the ALL-BRAN, sour milk, and raisins, then add the molasses, sugar, and flour which has been sifted with the soda and salt.

Put the mixture into a greased can; cover tightly and steam for three hours.

Serve hot with baked beans.

This bread is also good sliced when cold and spread with cream cheese or made into sandwiches using a filling of parsley butter or cheese, olives and nuts.

ALL-BRAN Ginger Bread

⅓ cup shortening
½ cup brown sugar
1 egg
1 cup Kellogg's ALL-BRAN
1½ cups flour
½ teaspoon salt
1 teaspoon soda
1 teaspoon ginger
2 teaspoons cinnamon
½ cup sour milk
½ cup molasses

Cream shortening and sugar together. Add the egg; beat well. Add the ALL-BRAN. Mix and sift the dry ingredients and add them to the first mixture, alternately with the sour milk and molasses. Pour into greased pan and bake in a moderate oven (375° F.) from 30 to 40 minutes.

Yield: 10 servings. One cake 8 by 8 inches.

ALL-BRAN Date Bars

(Illustrated)

3 eggs
1½ cups brown sugar
¾ cup flour
¾ teaspoon baking powder
½ cup Kellogg's ALL-BRAN
1 cup nut meats (chopped)
½ cup dates (cut fine)

Beat the eggs until light, add the sugar and beat well. Add the flour sifted with the baking powder. Add ALL-BRAN, nuts and dates. Spread the mixture in a layer one-half inch thick in a greased shallow pan. Bake in a moderate oven (375° F.) for about 20-30 minutes.

Remove from the oven and while warm, cut into squares or bars. Roll the pieces in powdered sugar or serve as a pudding with whipped cream.

Yield: 24 bars—1″ x 3″.

ALL-BRAN Biscuits

½ cup Kellogg's ALL-BRAN
¾ cup milk
1½ cups flour
4 teaspoons baking powder
1 teaspoon salt
¼ cup shortening

Soak ALL-BRAN in milk. Sift flour with baking powder and salt. Cut in shortening with knives or dough blender until the mixture is like corn meal. Add ALL-BRAN and milk, stirring carefully with a fork until flour disappears. Turn on to floured board. Knead lightly and roll or pat into sheet ½ inch thick. Cut with floured cutter. Bake in hot oven (425° F.) about 12 minutes.

Yield: 16 biscuits (2½ inches in diameter).

ALL-BRAN Molasses Cookies
(Illustrated)

¼ cup shortening
1 tablespoon brown sugar
½ cup molasses
½ cup Kellogg's ALL-BRAN
1¼ cups flour
½ teaspoon salt
¼ teaspoon soda
1½ teaspoons cinnamon
1 teaspoon ginger
¼ teaspoon cloves

Cream shortening and sugar. Add molasses which has been heated to boiling. Stir in Kellogg's ALL-BRAN. Sift dry ingredients add, and mix well. Chill thoroughly in refrigerator. Roll dough very thin, cut into rounds, and bake in a moderate oven (400° F.) about 7 minutes.

Yield: 5 dozen 2¼ inches in diameter.

ALL-BRAN Refrigerator Spice Cookies
(Illustrated)

1 cup shortening
2 cups sugar
2 eggs
¼ cup milk
3½ cups flour
3 teaspoons baking powder
1 teaspoon salt
2 teaspoons cinnamon
1 teaspoon allspice
1 teaspoon vanilla
½ cup seeded raisins (chopped)
2½ cups Kellogg's ALL-BRAN

Cream the shortening and sugar. Beat in eggs. Add milk. Sift the dry ingredients and add to first mixture. Add remaining ingredients. Mix well. Roll and store in refrigerator. When needed, slice thin and bake on cookie sheet in hot oven (425° F.) about 12 minutes.

Yield: 8 dozen about 2 inches in diameter.

TRY THIS SCHEDULE

Monday

Breakfast

Prunes with
Orange Juice
ALL-BRAN Cream
Bacon
Whole Wheat Toast
Beverage

Dinner

Celery Radishes
Broiled Chops
Fried Pineapple
Baked Potatoes
Baked Tomatoes
Whole Wheat Bread
Sponge Cake with
Whipped Cream
Beverage

Luncheon or Supper

Vegetable Soup
Lettuce Sandwiches
Beverage
Date Cookies
Milk

Tuesday

Breakfast

Grapefruit
ALL-BRAN
Cream
Soft Cooked Eggs
Toast
Beverage

Dinner

Roast Beef
Browned Potatoes
Spinach
Vegetable Salad
Berry Pie
Beverage

Luncheon or Supper

Scalloped Onions
and Carrots
All-Bran Muffins Jam
Canned Fruit
Cookies Milk

Wednesday

Breakfast

Baked Apples
ALL-BRAN and
Corn Flakes
Cream
Date Muffins Honey
Beverage

Dinner

Tomato Juice
Broiled Steak
Fried Onions
Potatoes Hashed
in Cream
Prune Pie
Beverage

Luncheon or Supper

Pimiento Potatoes
with Poached Eggs
Lettuce Salad
Whole Wheat Bread
Stewed Pears
Milk

OF SUNNY LIVING

Thursday

Breakfast

Orange Juice
ALL-BRAN
Cream
Shirred Eggs
Beverage

Dinner

Meat Loaf
Mushroom Sauce
Mashed Potatoes
Scalloped Corn
Romaine Salad
Fig Pudding
Beverage

Luncheon or Supper

Vegetable Souffle
Creamed Peas
Bread
All-Bran Ginger Cake
Milk

Friday

Breakfast

Stewed Prunes
Scrambled Eggs
with ALL-BRAN
Toast Beverage

Dinner

Fish
(Spencer Method)
Mustard Sauce
Carrot Strips
Potato Chips
Stewed Tomatoes
Banana Shortcake
Beverage

Luncheon or Supper

Cream of Spinach
Soup
Graham Toast
Melba
Rice Salad
Fruit

Saturday

Breakfast

Apricots in
Pineapple Juice
ALL-BRAN Cream
Rolls Beverage

Dinner

Boiled Dinner
Ham or Corned Beef
(Potatoes, Turnips,
Cabbage, Carrots,
Onions)
Steamed Bran Bread
Lemon Chiffon Pie
Beverage

Luncheon or Supper

Omelet
Green Salad
All-Bran Muffins
Apple Sauce
Cookies Milk

Sunday

Breakfast

Sliced Oranges
ALL-BRAN
Cream
Bacon
Toast
Beverage

Dinner

Cream of Celery Soup
Olives Pickles
Broiled Chicken
Mashed Potatoes
Asparagus
Broccoli
Stuffed Prune Salad
Fruit Ice
Spice Cake
Beverage

Luncheon or Supper

Date and Fig Sandwiches
All-Bran Bread
Apple Butter
Cabbage Salad
Milk Cake

Get Color in Menus

IF YOU study the foregoing menus, you will notice that in nearly every one, the foods selected show a variety of colors.

Such contrasting colors in a meal, produced by the fruits and vegetables served, make it much more appealing to the eye. Furthermore, a colorful menu can be planned so that there will be a nice contrast in textures, such as *white* celery, *green* spinach and *red* beets.

It is also interesting to note that meals which have a variety of colors, are more likely to be well balanced. In other words, when you have an assortment of whites, yellows, greens and reds on your table, you can count on having good proportions of carbohydrates, vitamins and minerals.

So when you plan a home meal, or choose from a restaurant menu, think of the importance of contrast in color and texture. You will enjoy the meal more and it will be more wholesome for you.

BEAUTY AIDS

Beauty Begins at Home!

THE foundation of beauty is a healthy body. When you feel well, you look your best. And when you are out-of-sorts, your face and manner show it.

Keep your beauty by keeping your health. Avoid common constipation—the beauty-killer! It takes the sparkle out of eyes. Vitality is lowered—and charm dissipated. Complexions may lose their loveliness—take on a sallow, lifeless tone. Wrinkles and pimples may appear.

Make the most of your good points. Study your features. You may wish to play up the color of your eyes, to accent lovely lips, to highlight an interesting profile.

Watch your figure. Modern fashions are built around youthful curves.

How to Reduce Wisely

CONSULT your doctor before following any reducing program. The following suggestions will also be helpful:

Exercise moderately, eat slowly, and get eight hours sleep each night. When reducing, be sure your diet contains adequate "bulk" to prevent faulty elimination. Laboratory tests show that Kellogg's ALL-BRAN provides the "bulk" needed to overcome common constipation. ALL-BRAN also furnishes iron, an essential element of the blood.

Count your calories. Calories are the measure of the fuel value of food. When the body gets more fuel than it needs, the excess food may be turned into fat. The average woman living at home spends from 2200 to 2500 calories a day. The girl in an

office spends from 2000 to 2200 calories every day. A man working at a desk will use from 2200 to 2800 calories during the day. In hard physical labor, a man expends about 4000 calories a day.

Determine in which one of these caloric groups you belong. Then CUT DOWN YOUR CALORIES TO A POINT JUST SLIGHTLY LESS THAN THE AMOUNT YOU REQUIRE EACH DAY. You cannot safely cut too much. Starvation diets are gravely dangerous to health.

If, on the other hand, you are underweight, add EXTRA calories to your daily diet. Don't eat *too* much. You may upset your digestive system.

One Hundred Calorie Portions of Common Foods

BEVERAGES

Chocolate	⅓ cup
Cocoa	½ cup
Egg Nog	½ cup
Fruit Juice (sweetened)	½ cup
Lemonade	1½ cups
Orange Juice	1 cup

SEA FOOD

Bluefish	med. serving (3.3 oz.)
Clams (raw)	12
Codfish Balls	1 (2 ins. in diam.)
Halibut	piece 3x1¼x1 in.
Lobster (canned)	⅔ cup
Mackerel	med. serving (2.6 oz.)
Oysters	⅔ cup
Salmon (canned)	½ cup
Sardines	3 to 6
Scallops	¾ cup
Shad	med. serving
Shrimps	½ cup

VEGETABLES

Asparagus	15 large stalks
Beans (baked)	⅓ cup
Beans, Lima (dried)	⅙ cup
Beans, Lima (fresh)	½ cup
Beans, String	2⅓ cups
Beets	4 (1⅓ cups sliced)
Cabbage (shredded)	4 to 5 cups
Carrots (young)	4 to 5
Cauliflower	1 small head
Celery	4 cups
Corn (canned)	⅓ cup
Corn (fresh)	½ cup
Cucumbers	2 (9 ins. long)
Lentils (dried)	2½ tablespoons
Lettuce	2 large heads
Onions	3 to 4 medium
Peas (canned)	¾ cup
Peas (fresh)	¾ cup
Potatoes	1 medium
Radishes	3 dozen
Spinach (cooked and chopped)	2½ cups
Sweet Potatoes (medium)	½ potato
Turnips (raw)	2 cups

DAIRY PRODUCTS

Butter	1 tablespoon (scant)
Buttermilk	1⅛ cups
Cheese (American)	1⅛ in. cube
Cottage Cheese	5 tablespoons
Cream (thick)	1⅔ tablespoons
Whole Milk	⅝ cup

FRUITS

Apples	1 large
Apricots (stewed)	¼ cup
Bananas	1 medium
Blackberries (fresh)	½ cup
Cherries (fresh)	1 cup
Cranberries (raw)	2 cups
Currants (fresh)	1½ cups
Dates	3 to 4
Figs	1½
Grapefruit	½ large
Grapes	1 large bunch
Huckleberries (fresh)	1 cup
Lemons	3 large
Muskmelon	1 small
Oranges	1 large
Peaches (fresh)	3 medium
Pears (fresh)	2 medium
Pineapple (fresh)	2 slices
Plums (fresh)	3 to 4
Prunes (stewed and sweetened)	2 and 2 tablespoons juice
Raisins	¼ cup
Raspberries	1⅛ cups
Rhubarb (stewed)	½ cup
Strawberries	1⅓ cups
Tomatoes (fresh)	2 to 3

SOUPS

Barley Soup	¾ cup
Bean Soup	½ cup
Beef Broth	4 cups
Bouillon	4 cups
Cream Soup	½ cup
Mutton Broth	4 cups
Noodle Soup	¾ cup
Pea Soup (cream)	¾ cup
Rice Soup	1 cup

BREADS

ALL-BRAN Bread	2 slices (1.3 oz.)
ALL-BRAN Muffins	2 small
Biscuits (baking powder)	2
Corn Muffins	1
Crackers (graham)	2½
Graham Bread	2 slices (1.4 oz.)
Griddle Cakes	1 cake (4½″ diam.)
Raised Bread	2 slices (1 oz.)
Rye Bread	2¾ slices
Zwieback	3 pieces

CEREALS

ALL-BRAN (Kellogg's)	½ cup
Barley	2 tablespoons
Corn Flakes (Kellogg's)	1¼ cups
Cornmeal (cooked)	⅔ cup
Cracked Wheat	⅔ cup
PEP (Kellogg's)	⅔ cup
Rice (cooked)	¾ cup
Rice Krispies (Kellogg's)	⅘ cup
Rolled Oats (cooked)	¾ cup
Spaghetti (cooked)	1 cup
Wheat Krumbles (Kellogg's)	⅗ cup
Whole Wheat Biscuit (Kellogg's)	1⅑ biscuits

SWEETS

Cake (chocolate)	0.9 oz.
Caramel	1
Custard	⅓ cup
Doughnuts	½
Fudge	1 square
Ices	½ cup
Ice Cream (rich)	3 tablespoons
Jams	1 tablespoon
Jellies	1 tablespoon
Sirup	1½ tablespoons
Sugar (Cane)	2 tablespoons
Rice Pudding	½ cup

MEAT AND EGGS

Bacon	4 small pcs. or 0.5 oz.
Beef (rib roast)	1.6 oz.
Chipped Beef (creamed)	⅓ cup
Egg	1⅓ large
Ham (boiled)	1.3 oz.
Lamb Chops	1 (1.6 oz.)
Mutton Roast	1.2 oz.
Sausages	1.1 oz.
Veal Roast	2.3 oz.

Write for this Additional Literature from the Kellogg Kitchen Cottage

PEOPLE are more food conscious today than ever before. The newer knowledge of nutrition is not only printed in scientific articles, but is available through magazines and newspapers. In line with this trend, we have prepared leaflets dealing with menu making, cookery and wise choice of foods, and charts showing food values.

In our Kitchen Cottage recipes are developed. These—all *triple tested*—may be obtained by writing to us.

Food Selection Chart
Food for Growing Boys and Girls
Vitamins
Food Calcium
Honey Recipes
Reducing
Constipation
Food Iron
Gaining Weight
Assorted Kellogg Recipes

Barbara B. Brooks

Home Economics Department

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